

Message Text

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FOR BOEKER, EB/IFD

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SUBJECT: SUPPLEMENTAL INFORMATION ON INVESTMENT PACKAGE
AND REVIEW OF EUROPEAN BRIEFINGS

1. IN RECENT TELEPHONE CONVERSATION WITH AMBASSADOR
TURNER, HARVEY WILLIAMS RAISED THE QUESTION AS TO
WHETHER IT MIGHT NOT BE DESIRABLE TO PREPARE A FACT
SHEET ON THE INVESTMENT PACKAGE. IT WOULD COVER THE
MOST SALIENT QUESTIONS WHICH HAVE BEEN RAISED BY
AMERICAN MNE EXECUTIVES IN USG BRIEFINGS IN BOTH US AND
EUROPE AND PROVIDE CONCISE OFFICIAL ANSWERS.
HE INDICATED THAT THE VERBATIM TRANSCRIPT OF THE JULY
MEETING IN NEW YORK MIGHT BE USEFUL IN THIS REGARD.
MR. WILLIAMS IS ALSO AWARE THAT EACH EMBASSY WHICH HAS
SPONSORED THE AMBASSADOR'S PRESENTATIONS IN LONDON, THE
HAGUE, BRUSSELS, FRANKFURT AND GENEVA HAS REPORTED IN
GENERAL OR SPECIFICALLY THE QUESTIONS WHICH HAVE BEEN
POSED. FROM THIS COMBINED EXPERIENCE TO DATE THE DEPART-
MENT COULD READILY IDENTIFY THE PRIMARY AREAS OF INTEREST
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AND CONCERN EVIDENCED BY THE CORPORATE COMMUNITY. THE

TYPE OF Q AND A SHEET THAT MR. WILLIAMS HAS RECOMMENDED COULD BE DISTRIBUTED BY THE DEPARTMENT AT FUTURE BRIEFINGS AND BY VARIOUS BUSINESS ORGANIZATIONS, SUCH AS THE INTERNATIONAL CHAMBER OF COMMERCE, TO THEIR MEMBERSHIP. IT MIGHT ALSO BE BENEFICIAL FOR CABLE DISTRIBUTION TO OECD POSTS CHARGED WITH INFORMATION DISSEMINATION RESPONSIBILITY ON THIS SUBJECT.

2. THE LEVEL OF REPRESENTATION AND EXCELLENT ATTENDANCE OF SENIOR OFFICIALS OF US MNE'S AT THE BRIEFINGS IN EUROPE HAS SURPRISED SOME SPONSORING EMBASSIES, SINCE IT HAS BEEN PREVIOUSLY IMPOSSIBLE TO ASSEMBLE SUCH GROUPS AT THIS TIME OF YEAR. THE GENERAL SUCCESS OF THE SESSIONS AND THE LENGTHY INTENSIVE QUESTION-AND-ANSWER PERIODS FOLLOWING THE AMBASSADOR'S COMMENTS FURTHER DEMONSTRATE THE CONSIDERABLE INTEREST OF MNE'S IN THE INVESTMENT PACKAGE IN GENERAL AND THE CODE OF CONDUCT IN PARTICULAR, AS WELL AS RECOGNITION OF THE POLITICAL SIGNIFICANCE OF THE BALANCED COMPACT. THE QUESTIONS RAISED HAVE BEEN BOTH PERCEPTIVE AND PERTINENT, AND THE RESULTS IN AFFIRMATIVE STATEMENTS BY PARTICIPANTS AND SUBSEQUENT ENDORSEMENT BY SOME PARTICIPATING ORGANIZATIONS, SUCH AS US CHAMBERS OF COMMERCE IN EUROPE, HAVE EVIDENCED BROAD SUPPORT. THE RECENT FULL THREE COLUMNS OF EXCERPTS FROM THE AMBASSADOR'S SPEECH ON THE EDITORIAL PAGE OF THE INTERNATIONAL HERALD TRIBUNE HAS REACHED A MUCH LARGER CORPORATE AUDIENCE IN EUROPE THAN COULD OTHERWISE HAVE BEEN ACHIEVED AND ADDED CONSIDERABLY TO PUBLIC AWARENESS OF THE OECD ACTION. TURNER

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